

CLAIMS

What is claimed is:

1. A method of conducting an advertising campaign, comprising:  
providing a multi-tiered marketing environment wherein the marketing environment comprises a human marketing agent and a manager cooperating on the advertising campaign;  
providing the marketing agent with a set of prospect information and a set of advertising messages;  
the marketing agent taking an active role in at least one of: (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;  
the recipient electronically responding to the message;  
tracking the recipient electronically responding to the message; and  
the manager exercising at least some control over at least one of: (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.
2. The method of claim 1 wherein the multi-tiered marketing environment includes at least two tiers.
3. The method of claim 1 wherein the multi-tiered marketing environment includes at least two different companies.
4. The method of claim 1 wherein the set of prospect information comprises a plurality of data items stored in a prospects database.
5. The method of claim 1 wherein the set of advertising messages includes an advertising logo.
6. The method of claim 1 wherein the set of advertising messages includes a rich media electronic advertisement.

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7. The method of claim 1 wherein the set of advertising messages includes an executable rich media electronic advertisement.
8. The method of claim 1 wherein the step of the marketing agent selecting the recipient includes the marketing agent selecting the recipient as part of a group of recipients.
9. The method of claim 1 wherein the step of the marketing agent selecting a message includes the marketing agent selecting a plurality of messages for co-transmission to the recipient.
10. The method of claim 1 wherein the step of the marketing agent taking an active role in sending the message includes the marketing agent initiating the sending of the message using an e-mail interface.
11. The method of claim 1 wherein the step of the recipient electronically responding to the message includes the recipient opening the message using a computer.
12. The method of claim 1 wherein the step of the recipient electronically responding to the message includes the message having multiple pages, and the recipient navigating between at least two of the multiple pages.
13. The method of claim 1 wherein the step of tracking the response includes the recipient displaying the message using a computer, and the computer sending an item of tracking information to a tracking system.
14. The method of claim 1 wherein the step of providing the marketing agent with a piece of information relating to the response includes displaying to the marketing agent at least one of: (a) a length of time that the recipient viewed the message; (b) a length of time that the recipient viewed a portion of the message; (c) an address to which the recipient forwarded the message; and (c) a piece of information relating to a hyperlink contained in the message and utilized by the recipient.
15. The method of claim 1 wherein the step of the manager exercising at least some control includes the manager considering a percentage of responses received by the marketing agent relative to a number of sends initiated by the marketing agent.
16. The method of claim 1 further comprising:

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providing a second marketing agent with a second set of prospect information and a second set of advertising messages, the second marketing agent distinct from the first marketing agent;

the second marketing agent taking an active role in at least one of: (a) selecting a second recipient from the second set of prospect information; (b) selecting a second message from the second set of advertising messages; and (c) electronically sending the second message to the second recipient;

the second recipient electronically responding to the second message;

tracking the second recipient electronically responding to the second message.

17. The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of prospect information provided to the marketing agent and the second set of prospect information provided to the second marketing agent.
18. The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of advertising messages provided to the marketing agent and the second set of advertising messages provided to the second marketing agent.
19. The method of claim 16 further comprising the manager exercising at least some control over a relationship between the authorized number of sends allocated to the marketing agent and an authorized number of sends allocated to the second marketing agent.

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